Our mission is to enable patients and families to use community-based fundraising to meet uncovered medical expenses related to transplantation or catastrophic injury.

Our pledge is to HelpHOPELive in the hearts and minds of those facing the most difficult challenge of their lives.

Staff

Lynne Coughlin Samson, Esq., Executive Director and C.E.O.
Susan R. Murray, CPA, Assistant Treasurer and C.F.O.
Judith B. Diner, M.A., Managing Director

Amanda Camacho, M.S.W., Patient Services/Social Media Coordinator
Claudia Caretto, Patient Resource Coordinator
Rebecca Carr, M.S.W., Patient Services Manager
Janice Chamberlain, Director of Information Technology Services
Vicki Denenberg, Intake Assistant
Madeleine Fitzgerald, Senior Accounting Manager
Kathy Geary, Financial Assistant
Sandy Gootman, Administrative Assistant
Fran Grossman, Financial Assistant
Joni Henderson, Patient Services Manager
Cathy Letcher, M.S.S., E-Communications Coordinator
Judy MacGregor, Patient Services Coordinator
Renée Patrick, Patient Services Assistant
Eleanor Patterson, Data Management Specialist
Susann Reiher, Patient Services Coordinator
Amy Rubinoff, Patient Services Coordinator
Shannon Shensky, Communications Manager
Lanette Williams, Intake Assistant

Board

Arthur H. Rainey, Chair
Hans Hermans, Vice Chair
Fred Kauffman, M.D., Secretary
Thomas N. Carr, CPA, Treasurer

Lauren DeBruicker, Esq.
John Geary
Eric B. Gordon
Kenneth D. Hill
Christine V. Kanter
Heather K. Moore
Benjamin R. Pierce
David S. Ryder
Martin Schweiter
Elizabeth D. Shore, M.S.W., C.S.W.
Ron Siggs, C.F.R.E.
Celebrating 30 Years and Thousands of Lives

HelpHOPELive (formerly NTAF) was started 30 years ago as a community effort to address the health care needs of heart transplant patients in the Greater Philadelphia area. Today we have grown into a national nonprofit organization serving thousands of patients and families by meeting their uninsured medical needs through fundraising.

Since 1983, we have helped raise more than $87.6 million to pay for uncovered expenses related to lifesaving transplants, and (since 2000) life-changing catastrophic injuries. Funds raised have helped more than 2,200 patients receive a transplant, and to restore independence and quality of life for nearly 700 injured individuals. Total assistance provided: $73 million and counting!

Today, amidst the long-standing challenges of providing health care to all, it is more important than ever to ensure that organizations like HelpHOPELive are here to serve those in need. With your help we can continue to make a difference.

30 years of service

$73 million in financial assistance

6,200 individuals and families helped

Search for HelpHOPELive at www.charitynavigator.org to view our 4-star rating.
Dear Partners in HOPE,

A Letter from Executive Director and C.E.O. Lynne Coughlin Samson, Esq.

We all know the feeling, that powerful sense of helplessness that overcomes us when someone we know has just received a heart-breaking medical diagnosis. We want to help, but how? Some pray, some call, many organize themselves to make food—a phenomenon we call community empathy.

For 30 years we have been mobilizing community empathy to raise funds for uninsured transplant and catastrophic injury expenses, resulting in more than $73 million in financial assistance. You have been there with us—the backbone of our patients’ recovery—with your financial, social and professional support of HelpHOPELive. We are grateful, as are thousands of patients and families nationwide, for your support.

A lot has changed in 30 years. At our beginning, the lifesaving power of heart transplantation was just being discovered; considered experimental, insurance would not pay for the procedure. Today, transplantation is an accepted medical treatment for end-stage organ failure—about 28,000 transplants take place in the United States each year.

Advances in technology and research have unearthed new, exciting treatments for our patients. The power of stem cells is being harnessed to treat terminal illnesses, build new organs and repair spinal cord injury—the sky seems to be the limit. But just like heart transplantation, these treatment options will need to prove their worth over time before they become “insurable” expenses.

HelpHOPELive will continue to innovate with the times, journeying with patients and families exploring the forefront of medical technologies, providing a way to finance treatments and procedures that will offer them a second chance at life or recovery.

Technology has not only changed available treatments, it has changed the way we communicate. Think of the ‘80s: people connected with those far away through letters, or from a landline; most people had televisions with only two to five channels; very few people had computers; virtually no one had a mobile phone. Now we have email, Twitter, Facebook, Skype, the latest “smart” phone…the ways to communicate seem endless. In keeping with the times, we have applied new technologies to our fundraising approach—maximizing the reach and success of our patient campaigns through our website, social media, video and mobile devices (See Page 7).

Though the medical and cultural landscape has changed dramatically over the years, two things have not: critical medical expenses remain uncovered by insurance; and families, friends and neighbors want to help loved ones in their time of need.

Our model is sustainable and effective—grass-roots fundraising continues to help communities raise funds for both new treatments, as well as lifelong out-of-pocket expenses associated with transplantation and catastrophic injury. Together we sustain patients and families through their worst health nightmares, and open doors to the best medical care available.

Our program is sound, our foundation strong, and our future bright, thanks to your continued support of our mission to HelpHOPELive. Here’s to the next 30 years!

With gratitude,

Lynne C. Samson

[Signature]
Thanks to your support in FY 2012,

HelpHOPELive provided more than $6.7 million in assistance!

In each of our 30 years, we have served more patients with more assistance—last year was no different.

In Fiscal Year 2012, HelpHOPELive responded to nearly 1,900 calls for help. Evaluating our callers’ needs, we launched 585 new fundraising campaigns and provided 70 one-time emergency grants to help patients and families bridge the gap between what health insurance will pay and what is actually needed to heal, live and thrive.

Thanks to the support of nearly 21,000 donors and 590 fundraising events, last year we helped raise more than $8.2 million to meet the uninsured needs of our clients. Funds raised allowed us to provide financial support to 1,236 patients and families, fulfilling assistance requests totaling more than $6.7 million.

Support for Transplant - More than $3.5 million

- Established 486 new campaigns on behalf of solid organ, marrow and stem cell transplant patients
- Paid out more than $3.5 million for:
  - transplant medical care for 578 patients
  - medical relocation for 310 patients and caregivers
  - anti-rejection medications for 448 patients
  - living expenses for 121 patients and families

Support for Catastrophic Injury - More than $3.1 million

- Established 99 new campaigns on behalf of individuals living with spinal cord injury, traumatic brain injury or amputation
- Paid out more than $3.1 million for uncovered expenses such as:
  - physical therapy and rehabilitation for 119 clients
  - home health care costs for 54 clients
  - accessibility modifications for 52 homes and 44 vehicles

As a result of thousands of Partners in HOPE who joined our cause last year, 230 HelpHOPELive patients received the gift of life, and nearly 100 people started the long, courageous road to recovery from catastrophic injury.

Dr. Jack Kolff started the first heart transplant program in the Delaware Valley at Temple University Hospital in Philadelphia. He had an innovative program, but patients were being denied transplants because they could not afford the uninsured procedure.

1983 • Dr. Kolff and his wife, Patricia, created the National Heart Assist and Transplant Fund (NHATF) to help end-stage heart disease patients raise money for transplants through community-based fundraising. Pat Kolff took on the role of executive director.

1985 • Pat Kolff appeared before the PA Senate Public Health & Welfare Committee to appeal for more insurance coverage for transplant candidates.

1989 • Progress in transplantation led the NHATF to begin assisting heart-lung and lung transplant candidates.

1993 • NHATF became a member of the United Network for Organ Sharing (UNOS). Annual revenue from grass-roots fundraising in 100 communities reached $1 million.

1995 • NHATF began serving all solid organ, marrow and stem cell transplant candidates and changed its name to National Transplant Assistance Fund (NTAF).

1996 • NTAF began awarding $1,000 challenge grants to campaigns in recognition of fundraising progress. A website was launched at transplantfund.org.

2000 • After a local student sustained a severe spinal cord injury, the community looked to NTAF for help. NTAF began helping those living with spinal cord injury, traumatic brain injury or amputation through a special Catastrophic Injury Program.

2003 • NTAF was awarded a 4-star rating from Charity Navigator, America’s largest independent charity evaluator. After 20 years, Pat Kolff retired, welcoming the current executive director Lynne Coughlin Samson, who brought to the position first-hand experience in dealing with financial hurdles to health care—her stepdaughter had been the organization’s first catastrophic injury client.

2006 • NTAF launched an Emergency Grant Program to provide one-time assistance to patients living closest to the edge for whom fundraising was not an option.

2008 • The Main Line Chamber of Commerce named NTAF ‘Nonprofit of the Year’. NTAF won an Inglis Award for Continuing Excellence (ACE) for its Catastrophic Injury Program.

2010 • NTAF celebrated the 10th anniversary of its Catastrophic Injury Program. Noting the growth of the program, the organization began a rebranding effort to find a name that would encompass all of the patients and families served. NTAF was named ‘Nonprofit of the Year’ by the National Kidney Registry.

2011 • NTAF changed its name to HelpHOPELive to reflect what people do each time they give to, volunteer for, support or recommend the organization.

2012 • HelpHOPELive moved to a new office to accommodate its growing staff.

HelpHOPELive earned its second ACE from Inglis.

HelpHOPELive gave out a record 335 challenge grants ($258,500) to patient campaigns in recognition of fundraising progress.

Funds raised for catastrophic injury topped the amount raised for transplant for the first time in the organization’s history.

January 2013 marked 30 years of service.
FY 2012 and Beyond

2012 Impact Study  “HelpHOPELive has given me just that, some hope.”

In FY 2012, an independent impact survey revealed that we are accomplishing our mission and making a significant impact. Four hundred twenty patients and caregivers experienced improvement in 22 quality of life measures, including: hope, health and freedom from stress. A vast majority of respondents reported being highly satisfied with our services, and said they would recommend our organization to others.


New Online Event Registration

Create, share, collect—it’s that easy. In FY 2012, we expanded our website to include online event registration. Our patients, their families and fundraising volunteers can now create customized registration forms, collect payments and track registrants for their events through their individual web pages at helphopelive.org.

We’ve Gone Mobile!

Research shows that by 2014 mobile device usage will exceed that of desktop and laptop computers. In December 2012, we launched Phase 1 of our new website, which is optimized for the mobile user. You can now view patient web pages and easily make donations to a HelpHOPELive fundraising campaign from the convenience of your mobile phone or tablet. The new mobilized website is a simplified version of our main site that offers you quick access to popular pages: Donate Now, View Patient Campaign, and About Us. Stay tuned for Phase 2—there’s more to come!

Our Partnership with the Christopher & Dana Reeve Foundation

We’ve teamed up with the Christopher & Dana Reeve Foundation to launch the Reeve Foundation’s Peer & Family Support Program (PFSP), a national peer-to-peer mentoring program that utilizes the real life experiences of people thriving while living with paralysis. This partnership significantly furthers a common goal of expanding mentoring nationwide. Several HelpHOPELive clients have already started or completed training to become a Reeve-certified peer mentor. We are excited and honored to be working with the Reeve Foundation on this important program.

COMING SOON ...

MOBILIZED PATIENT WEB PAGES

A FULLY MOBILIZED WEBSITE

ONLINE REQUESTS FOR ASSISTANCE
Meet Selma: “Never Stop Believing It’s Possible”

Selma Hafizbegovic has an inner spirit as beautiful as her outer appearance. She lives each day by her favorite quote: “If you want to be happy, be.”

In 2010, Selma was injured in a freak rock climbing accident. She was diagnosed with a complete spinal cord injury (no movement or sensation below her level of injury). Despite her prognosis, Selma, a New Yorker who once traveled nearly everywhere by foot, decided early on that she was “never going to stop believing it’s possible” for her to walk again.

They say when there’s a will, there’s a way. Selma has approached her recovery with both heart and hard work, self-advocating along the way. She has tried everything from herbal regimens, to acupuncture, to intense rehabilitation therapy to regain function—most treatments, considered experimental, have not been covered by her insurance. Working with HelpHOPELive, Selma has raised enough money through private donations to fund her ongoing treatment, and she has made unbelievable progress! Today, Selma has regained feeling in her feet; regained some bodily functions; is walking with assistance (walker, electrodes and knee support); operates the stationary bicycle (with some assistance from electrodes); and stands on her own (using therapy equipment)—all amazing achievements for someone with a complete injury.

“It’s been a journey,” said Selma. “I’m not even halfway done...Every twitch, goose bump in my body I look at as a blessing, a sign of life.”

Meet Jakob “JJ”

Dear Joni,

As I sit at my computer and type this, I am overwhelmed with emotion. I can’t believe this May will mark the 9th anniversary of our son JJ’s liver transplant. If I could have seen into the future on that nerve-racking transplant day, I would have been reassured to see the fine young man he would become.

Since being transplanted at 4 ½ years old, JJ has accomplished so much more than we could have imagined...He is well on his way to achieving his goal of being a scientist. Not only is he a straight “A” student participating in Science Olympiad, Young Scholars Club, and The Duke Tip program for gifted students, he is also active in tennis and has a blue belt in Taekwondo...JJ has an extremely big heart and loves to volunteer at the local library where he can work one-on-one with younger kids.

We feel so blessed that our son was able to receive the gift of life through transplant, and we are equally grateful to HelpHOPELive (or as I came to know them, NTAF) for guiding us through a very difficult financial time, which in turn allowed us to concentrate on our son, our miraculous JJ. Oh, and did I mention he’s 5’9” at 13 years old? I guess I can add thriving to the list!!

- Susan Jasin, proud mom of JJ and Alyna (right in photo)
Thank You Partners in HOPE

Total public support in FY 2012: more than $8.5 million!

Corporate & Foundation Support: $119,750

- Duffy+Partners
  $30,000
- Bristol-Meyer Squibb
  $15,000
- Inglis Foundation, Award for Continuing Excellence
  $12,500
- The McLean Contributionship
  $10,000
- John R. Sellon Charitable Trust
  $10,000
- F.M. Kirby Foundation
  $10,000
- Astellas
  $10,000
- CIGNA Foundation
  $5,000
- Dolfinger-McMahon Foundation
  $5,000
- Christopher and Dana Reeve Foundation
  $5,000
- Bryn Mawr Trust
  $3,000
- The Barra Foundation
  $2,500
- AAA Mid-Atlantic
  $1,000
- Samuel P. Mandell Foundation
  $500
- Holt Family Foundation
  $250

WE LOVE OUR DONORS...

21,000 INDIVIDUALS SUPPORTED HELP.HOPE.LIVE IN FY 2012

AND OUR VOLUNTEERS.

THOUSANDS OF PEOPLE DONATED THEIR TIME IN FY 2012

Partner in HOPE Ram A. Cnaan: Why I Continue to Give to HelpHOPELive

“Undergoing the ordeal of having a close relative who needed an organ transplant was very difficult. When I thought about people who undergo the same experience and also have to worry about how to pay for it, I wondered how they’d make it. For those people HelpHOPELive is a beacon of hope, and I am happy to be able to help. Every time I send a check to HelpHOPELive I am reminded how important its mission is, and how many families are relying on it.”

Ram A. Cnaan, Ph.D.
Professor and Director
Program for Religion & Social Policy Research, School of Social Policy & Practice University of Pennsylvania

Search for FY 2012 donors by state under the Partners tab at www.helphopelive.org.
## Statement of Financial Position

**For the Years Ended September 30, 2012 and 2011**

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>$1,293,896</td>
<td>$1,312,042</td>
</tr>
<tr>
<td>Investments</td>
<td>15,262,537</td>
<td>13,151,918</td>
</tr>
<tr>
<td>Interest receivable</td>
<td>16,697</td>
<td>31,014</td>
</tr>
<tr>
<td>Prepaid expenses and other assets</td>
<td>-</td>
<td>7,123</td>
</tr>
<tr>
<td>Equipment and improvements, net</td>
<td>4,488</td>
<td>7,802</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$16,577,618</strong></td>
<td><strong>$14,509,899</strong></td>
</tr>
</tbody>
</table>

| **LIABILITIES AND NET ASSETS** |                 |                 |
| **LIABILITIES**                |                 |                 |
| Accounts payable and accrued expenses | $58,510       | $81,891         |

| **NET ASSETS**                 |                 |                 |
| Unrestricted                   | 2,157,767       | 1,250,058       |
| Temporarily restricted          | 14,361,341      | 13,177,950      |
| **Total Net Assets**           | **16,519,108**  | **14,428,008**  |

<table>
<thead>
<tr>
<th><strong>Total Liabilities and Net Assets</strong></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$16,577,618</td>
<td>$14,509,899</td>
</tr>
</tbody>
</table>

In May 2012, HelpHOPELive earned its 9th straight 4-star rating from Charity Navigator—only 1% of charities rated can claim this distinction.

Savvy donors look to charity evaluators like Charity Navigator to help them make informed choices about which organizations to support. Charity Navigator puts its stamp of approval on HelpHOPELive year after year, assuring donors of our sound fiscal management and commitment to accountability and transparency.

---

**RANKED IN THE TOP**

1% of all charities evaluated by Charity Navigator.
Statement of Activities

For the Years Ended September 30, 2012 and 2011

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Public Support and Other Income</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public Support</td>
<td></td>
<td></td>
</tr>
<tr>
<td>General</td>
<td>$ 8,206,162</td>
<td>$ 8,291,976</td>
</tr>
<tr>
<td>Combined Federal Campaign</td>
<td>19,178</td>
<td>25,066</td>
</tr>
<tr>
<td>United Way</td>
<td>18,957</td>
<td>20,425</td>
</tr>
<tr>
<td>Project/Operating Grants</td>
<td>131,205</td>
<td>215,412</td>
</tr>
<tr>
<td>Matching gifts</td>
<td>212,912</td>
<td>217,047</td>
</tr>
<tr>
<td>Memorial contributions</td>
<td>7,254</td>
<td>7,755</td>
</tr>
<tr>
<td><strong>Total Public Support</strong></td>
<td>8,595,668</td>
<td>8,777,681</td>
</tr>
<tr>
<td>Interest and dividend income, net investment fees</td>
<td>456,486</td>
<td>424,358</td>
</tr>
<tr>
<td>Net (loss) gain on investments</td>
<td>1,263,697</td>
<td>(568,806)</td>
</tr>
<tr>
<td><strong>Total Public Support and Other Income</strong></td>
<td><strong>10,315,851</strong></td>
<td><strong>8,633,233</strong></td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program Services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Patient services</td>
<td>566,802</td>
<td>544,422</td>
</tr>
<tr>
<td>Public education</td>
<td>238,791</td>
<td>200,621</td>
</tr>
<tr>
<td>Patient grants</td>
<td>6,454,187</td>
<td>6,543,774</td>
</tr>
<tr>
<td><strong>Total Program Services</strong></td>
<td>7,259,780</td>
<td>7,288,817</td>
</tr>
<tr>
<td>General operating expenses</td>
<td>386,740</td>
<td>356,385</td>
</tr>
<tr>
<td>Fundraising</td>
<td>578,231</td>
<td>432,344</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>8,224,751</strong></td>
<td><strong>8,077,546</strong></td>
</tr>
<tr>
<td><strong>Change in net assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beginning of year</td>
<td></td>
<td></td>
</tr>
<tr>
<td>End of year</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net Assets</td>
<td>2,091,100</td>
<td>555,687</td>
</tr>
<tr>
<td>Beginning of year</td>
<td>14,428,008</td>
<td>13,872,321</td>
</tr>
<tr>
<td>End of year</td>
<td>$16,519,108</td>
<td>$14,428,008</td>
</tr>
</tbody>
</table>

EXPENSES IN FY 2012

Program Services 88%
Fundraising 7%
General Operating 5%
HelpHOPELive Leaders Leaving a Legacy: You Can Too!

We know updating your will isn’t always at the top of your to-do list. But we also know through our work at HelpHOPELive, that life can change in an instant. By planning ahead, you can help ensure that our organization continues to serve, so that future generations get the health care they need.

Planning for the future is essential; we do it for our retirement, for our children’s education, for our long-term care. We ask you to join a growing group of supporters in the Enduring HOPE Legacy Circle by including HelpHOPELive in your will or another planned gift. Recently HelpHOPELive’s Art Rainey, board chair; Lynne Coughlin Samson, executive director; and Christine Kanter, a board member, revised their wills to include HelpHOPELive—two of them made bequests; the third named HelpHOPELive the beneficiary of an insurance policy.

All it takes is a simple designation in your will to support our mission. Your assets remain in your control during your lifetime. It’s easy to revoke if your situation changes.

For more information about the **Enduring HOPE Legacy Circle** and planned giving, please contact Lynne Samson at 800.642.8399 or email lsamson@helphopelive.org.